AGRICULTURE ENTREPRENEURSHIP:

A BUSINESS OPPORTUNITY OR HARD NUT TO CRACK

A

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SUPERVISOR:

Dr. A. S. Bedi,

Director - School of Hotel Management & Tourism

Desh Bhagat University, Mandi Gobindgarh

SUBMITTED BY:

Chintalapati Neelima Rani,

Regd. No. 2211207020

Roll No. 21RCPHDM001

DEPARTMENT OF MANAGEMENT

DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH, PUNJAB.

YEAR

DECLARATION

I hereby declare that the Synopsis entitled "AGRICULTURE ENTREPRENEURSHIP: A BUSINESS OPPORTUNITY OR HARD NUT TO CRACK "Submitted for the award of Ph.D. Degree in Management is my original work and the Title of the Synopsis has not formed the basis for the award of any degree, associate ship, fellowship, or any other similar titles. my work carried out under the supervision and guidance of Dr. A. S. Bedi, Director the of School of Hotel Management & Tourism, Desh Bhagat University, Mandi Gobindgarh.

To the best of my knowledge, this synopsis has not been submitted earlier to any other University or Institute for the award of any degree.

Chintalapati Neelima Rani
Roll No. 21RCPHDM001

Date:

Place:

This is to certify that the above statement made by the candidate is correct to the best of my knowledge.

Signature of Guide

( )

Dr. A. S. Bedi,

Director

Desh Bhagat University, Mandi Gobindgarh

TABLES OF CONTENTS

CONTENT	Page no.
Introduction	4
Research problem	8
Literature review	9
Research gap	19
Needs of study	20
Objectives	21
Scope of research	22
Delimitation of study	23
Research hypothesis	24
Research design	25
Tentative chapter plan	26
References	27
Plagiarism report	32

INTRODUCTION

Agriculture has historically been viewed as an inexperienced sector with limited evolution ruled via way of means of several small family firms that are in general targeted on doing matters higher in preference to experimenting matters. Due to deregulation in the agricultural markets and the quick change and intensification of social issues, this instance has changed significantly over the past ten years. As the market changes, customer tastes shift, environmental regulations become more stringent, and new standards for product quality, chain management, food safety, sustainability, etc. are introduced, an increasing number of agricultural businesses must adapt. These adjustments have opened the door for innovative businesses, brand-new rivals, and portfolio entrepreneurship. It is discovered using politicians, practitioners in addition to scientists that farmers and growers an increasing number of requiring entrepreneurship, except for sound control and craftsmanship, to be sustainable within side the future.

Entrepreneurship in agriculture is a growing industry. It contains reading and information about agricultural entrepreneurs' methods, primarily in response to institutional changes, financial upheavals, and technology disruptions that affect the rural enterprise. There is a need for more knowledge on agricultural entrepreneurship dynamics from an entrepreneurial idea standpoint notwithstanding the development in the range and variety of publications (past rural sociology and agricultural economics). A review of the literature outlines the main concerns that have been addressed to date, in addition to possibilities for future investigation. This particular problem partially addresses the need to examine the agricultural entrepreneurial system, whether in the context of group project development, information entrepreneurial action, the effects of the business environment on entrepreneurial orientation, or the issue of gender and rural development policies.

Because of the significant contribution, it makes to reducing poverty, creating jobs, conveniently providing food, and generating income, agriculture and related industries may be critical industry. This industry must handle several issues, including financing availability, compensation for harvest and post-harvest losses, irrigation infrastructure, etc. Entrepreneurship also encompasses innovation and growth in addition to the development of new businesses or start-ups (Gartner, 1990). For agriculture-entrepreneurship to be valuable

for farmers generally and agriculture-entrepreneurs above all, it must solve the challenges of reduced farm mechanization and poor productivity of the placental mammal industry. Even though the industries for food processing and placental mammals are growing at rates of 5% and 8%, respectively. Additional steps are necessary to look into wastage and develop stronger product promotion, respectively. Crop production, animal husbandry, agriculture, and other agricultural activities are all included in the definition of agriculture. Entrepreneurship is a radical change that entails three elements: identifying, evaluating, and seizing opportunity; a new setup that will be run by enabling the production and retailing of novel goods or services; and via price creation. Due to the relatively rapid expansion seen by the producing and repair sectors, the first sector's percentage of India's overall Gross Domestic Product (GDP) has decreased. There might be a change in the course of events in any nation due to the faster expansion of non-agricultural industries. The main exalter Ate has been discovered over the last thirty years inside facet the agricultural markets and the modification of agricultural merchandise throughout the world. The international is developing and shifting from the broad marketplace to the worldwide device of commerce, which suggests that the farmers with a plot of land vie with the big industrial farmers of various countries in a very single marketplace.

Over the beyond 30 years, there were the main changes in agricultural markets and the international trade in agricultural goods. The local is moving to the world and countrywide markets in the direction of a worldwide device of trading, because of this small-scale farmer operating in one neighborhood may be competing with large-scale commercial farmers in another.

In growing countries, there's a growing stress on farmers to commercialize their operations. This trade is pushed via way of means of the subsequent factors:

- Declining land size, because that farmers want more in-depth manufacturing structures to guide their circle of relative needs.
- Urbanization and speedy populace boom and
- General modernization, because of this that that farming family wants to generate large earnings to guide their circle of relatives needs and expectancies in phrases of clinical-guide, education, transport, conversation, and to cowl the growing charges of their cultural traditions.

To fulfill the power for more commercialization, extensionists want to increase new capabilities to assist the agriculture entrepreneur desires of farmers and different actors within side the fee chain. For the farmer, this consists of running with individual farmers to increase farm plans, in addition to running and working with various levels of farmer organizations—from corporations to cooperatives—in the fields of market research, finance, revenue, and developing commercial opportunities for farming clients. To work in ways that strengthen the responsibilities and opportunities of various actors in a fee chain, including farm workers, input suppliers, warehouse managers, transport organizations, and economic services, new extensionists also need to take a more market-focused and structures-based approach. To promote agricultural entrepreneurship among farmers, farmer companies, and agricultural corporations and to support increased productivity and market participation, this module familiarizes extensionists with the key terms and principles needed. The training offers a practical strategy for improving extension sellers' knowledge, skills, and attitudes they are searching to assist the farming network and tackles new business enterprise capabilities.

Throughout 2.3 billion people around the world work in smallholder agriculture. Those who depend on agriculture for their food, money, and way of life make up 75% of the world's poorest people in this particular rural network. Thousands of impoverished smallholders continue to face difficult economic prospects while playing a vital role in food production. A growing view is that increasing market participation is a crucial component of raising rural families' chances of making a living. Although poverty is pervasive in this network, many foreign corporations have restarted their investments in smallholder agriculture with a stronger focus on improving the agricultural entrepreneur opportunities for farmers to support this farming sector. To be practical and fulfill the needs of the agricultural network, the new additionally ought to collect fresh business abilities are helpful. The approaches taken will depend on how big the enterprise endeavor is. Due to the extension's more pluralistic character, business services might be offered in a combination of free and paid services. primarily based offerings enterprise models.

A new program called Innovation and Agri-Entrepreneurship Development was introduced in the year 2007 to support the ecosystem for incubation and provide financial aid in order to promote agribusiness and Agri-entrepreneurship. Grants are provided under the program to start-ups to help them develop their company concepts and to existing businesses looking to

grow, and the budget's release is dependent upon reaching specific milestones. The present essay's subject is the growth of innovation and agribusiness.

Small farmers produce food for their families however on the equal token, they sell a small element in their products into numerous markets, and it will increase the extent of marketplace sales. So, the running of the small farmers suggests that they are agricultural entrepreneurs. In this way, the Entrepreneurs can paint totally and preserve the benefit from the manufacture, or they may be part of the Farmer’s institution and promote the crop together and get the earnings accordingly. Moreover, the farmer's input into the commercial enterprise relationships with different fee chain companions including agents, and this bureaucracy is a technique of contractual advertising which might also additionally cause big commercial enterprise industries the cease if they get success.

RESEARCH PROBLEM

India's unemployment rate is rising quickly. According to statistics, the unemployment rate in India in June 2020 was 23.48%, with 25.79% of the population living in municipality and 22.48% in small towns. The grave risk posed by this unemployment issue extends to both people and the economy. Some farmers start their businesses but fail terribly over a short period. Some of them start businesses but find it challenging to cultivate them. Some of them only operate in a certain region, while others find it difficult to adapt to new technologies and innovations. The argument about the results of agricultural entrepreneurship is mostly fueled by these variables. Finding a solution to this is therefore essential.

This research attempts to answer the subsequent questions:

- What are the problems and prospects of agriculture entrepreneurship as a business?
- How do the entrepreneurial skills among the people will leads to the sustainable growth of agriculture entrepreneurship?
- How come the suggestions and recommendations could lead to the development of agriculture entrepreneurship?

REVIEW OF LITERATURE

Abdelhamid Papuan's (2008) study tested the elements that are figuring out the achievement of rural marketers in Mahdiist township of Kermanshah province in Iran. The speculation is predictable that the success of rural marketers is causally associated with originality need for success, lack of administration, inner locus of manipulation, and advertising possibilities. The look became a census of seventy rural marketers currently energetic in agricultural and farm animals' productions. A legitimate and dependable instrument became conversant in accumulating statistics. The outcomes disclosed that inner elements like originality, want for success, inner locus of manipulation, and 45 outside elements which include paperwork and advertising possibilities accounted for 88% of the shared variance with marketers' achievement. Structural equation modeling primarily based totally on the co-variances among the measures yielded an appropriate match of the proposed model.

Ian Fillis & Ruth Rentschler (2010) The study assessed the involvement in entrepreneurship through creativity and practice in terms of structure holistic and transdisciplinary information on its impact. Modeling, computing, and trying out entrepreneurial innovative questioning are idea-approximately and additionally, the paper consists of the problematic idea of many fashions of innovative questioning in entrepreneurship. Recommendations for destiny principle and exercise are created.

Baporikar (2011) According to this study, entrepreneurs are one of the key factors in a country's or a region's, within a country, economic growth. The ability to think critically and creatively, as well as the determination and strength of purpose of the individual, are all necessary for success as an entrepreneur. He asserted that having fun and studying give youngsters' confidence and provide the groundwork for launching a business. He advised educational institutions to focus on giving college students essential entrepreneurial skills as a result.

Sergiu Rusu (2012) The study examined the literatures associated with Entrepreneurship and entrepreneur. The area of entrepreneurship remains a relative one this is much less explored, and lots of opinions 39 in connection with the manner the thoughts of entrepreneurship and marketers stay constant. A trial strives changed into achieved with the aid of using this paper

to discover the variety of thoughts recognized in distinctiveness literature, and this changed into approach to their ancient evolution.

Noel & David (2012) The study investigated the reasons for a non-meat analytic literature appraisal of various forms of entrepreneurial literature. Every subject where people and their behavior are studied has a substantial body of literature on entrepreneurship. Due to the volume and breadth of the entrepreneurial literature, this study only covers a few, carefully chosen patterns. No one has before provided a comprehensive analysis of market entrepreneurship, political entrepreneurship, and public choice, as far as the authors are aware.

Hulugappa (2013) the researcher observed targeted entrepreneurship schooling supplied in universities. He gave numerous recommendations to enhance entrepreneurship schooling in India. He said that enterprise in tie-united states is required for you to accommodate the scholars who simply finished their entrepreneurship schooling. He cautioned that universities and authorities must convey entrepreneurship schooling challenges as part of the curriculum. He said entrepreneurship schooling in rural places desires to be advanced with enterprise tie-ups. He concluded pronouncing universities need to set up business enterprises to make college students recognize and acquainted with commercial enterprise cycles, advertising, and finance-associated issues.

Tainyi Luor (2014) This study recognized key phrases and conducts an assessment to look for and perceive associated articles within the Institute for Scientific Information Database. The number of books organized by year, the categorization of article categories, the top scholarly journals, authors, and pieces that received the most discussion were also analyzed. The number of quotations from authors, journals, and publications is also analyzed. According to this observation, the number of articles using the term "entrepreneur" grew between 1996 and 2011, which is a hint that the impact of marketers is on the rise. Over the course of the 16-and-a-half-year observation period, entrepreneurship analysis was conducted by a variety of college students at once. Academics from the USA, England, Canada, Germany, and the Netherlands in particular have investigated the problem. This study of the literature shows that the idea academically important contribution to the subject of entrepreneur research. of an entrepreneur.

Seenivasan (2014) the study examined that they had given a top-level view of worldwide Research on Women's Entrepreneurship. Empirical relationships that exist between gender and

entrepreneurship nevertheless create numerous unreciprocated queries. They offer a release factor for similar studies on women's entrepreneurship. Through enormous studies to be had worldwide databases, they: 1) spotlight the continuing significance of empirical studies in this domain, 2) set up a base factor beyond studies on the problems which is related to women's entrepreneurship, 3) offer a demonstration of to be had country-stage statistics resets for researchers to utilize, and 4) speak the boundaries of multilevel, worldwide studies that presently exist in entrepreneurship and endorse destiny directions.

Sarmistha Nandy & Shalini Kumar (2014) the paper discussed approximately Women's Entrepreneurship in twenty-first Century India. In the 21st Century, the transformation of the social cloth of the Indian society, in phrases of increased academic popularity of girls and sundry aspirations for higher living, necessitated a extrude within side the existing fashion of Indian girls. Woman organizes the family, which leads a guide to society and USA. Social and monetary improvement of the girl's populace is required for universal monetary improvement of any society.

Abir (2014) An examination was carried out on an intensive literature overview, to offer a holistic view and a greater complete information of the important thing elements that lead college undergraduate college students to become marketers. A systematic literature overview is carried out and several different clinical articles and reviews are examined. The consequences of this examine designate that there are 4 most important units of elements: the personality-tendencies elements, contextual elements, motivational elements, and private heritage elements. This evaluation can characteristic as a base for destiny research and may have valuable implications for coverage creators and educators.

Singh (2015) The research observed and targeted on entrepreneurship curriculum supplied in universities. Them observe famous the importance of entrepreneurship schooling. The observe states the significance of entrepreneurship inclination amongst engineering college students. They finish through declaring universities desires to offer custom designed entrepreneurship curriculum, pedagogical extrude past formal schooling which consist of cognizance on social innovation, studies orientated teaching, readability of intention and ambition amongst college students.

Ruskovaara & Pihkala (2015) In this study examined what entrepreneurship training practices are utilized in colleges and what position the college and the instructor are gambling in figuring out the entrepreneurship training practices. They determined that the instructor's position as an entrepreneurship educator isn't always but completely defined, and possibly therefore, entrepreneurship training can also additionally lack correct goals. They concluded through suggesting that, to fulfill the targets of entrepreneurship training, the curricula should be modified, and new coaching and mastering strategies should be developed.

Zuzana Papulova & Jan Papula (2015) In this study the researcher has treated the subject of entrepreneurship, mainly in phrases of technique and decision-making of younger human beings reading enterprise and control at college to end up an entrepreneur. A hobby to start personal enterprise may be influenced through numerous elements. Some elements are taken into consideration as popular and associated with the general within side the economy, to enterprise situations and preconditions for attaining in enterprise. On the alternative hand, if we appearance at more youthful era students, a few elements are probably very specially related to this age group.

Rengamani & Ramachandra (2015) The research looked at students at Chennai University's entrepreneurial skills. A dynamic method of making money through innovative ideas is entrepreneurship. The ones who become affluent are the ones who demand a high price for a small number of goods or services or who incur the largest financial, time, and/or career-related risks. The solution or item may or may not be novel or different, but the entrepreneur has to identify and deploy the right skills and resources in order to deliver some sort of benefit. In the majority of developed countries, encouraging entrepreneurship has recently attracted a lot of public attention. Technically savvy marketers are essential for the economic growth of every country. To maintain a competitive edge in the global economy, which is driven by exploiting innovation, entrepreneurial skill is required. To keep a competitive edge in the global economy, which is powered by using innovation, one must have entrepreneurial abilities. Students, decision-makers, and instructors are beginning to understand the value of excellent entrepreneurship education and coaching in spotting and developing this entrepreneurial aptitude in kids. It's possible that younger individuals are now expressing an interest in and desire to work in marketing.

Masoumeh (2015) This study diagnosed the useful additives and variables has been the improvement of rural entrepreneurship. The observe populace consisted of 15000 farmers within side the town of Islamabad west among which 375 folks have been selected (via way of means of Morgan). After amassing the questionnaires of 327 questionnaires have been accumulated and analyzed without objection and included. Kreskas-Wallis look at effects confirmed that having a hit revel in within side the area of entrepreneurship and entrepreneurship generally tend to attend instructions with an advantageous and significant. In the eyes of maximum farmers entrepreneurship improvement variables include: the low danger accepting a new 48 job, having private revel in of a hit entrepreneurship, workshops and instructions and loads of offerings consisting of coverage.

Cadar (2015) This study reviewed literatures associated to Entrepreneur, Entrepreneurship and Intrapreneurship. After reminding some applicable procedures regarding the phrase's entrepreneur and entrepreneurship, the freshly emerged phrases have won our attention. Indeed, whilst notions like "entrepreneur" and "entrepreneurship" are widely used, the words "intrapreneur" and "intrapreneurship" are much less normally used and much 36 greater new however in swiftly spreading, because of the reality that the current decades had been labelled through sure economists as "the entrepreneurship era". The cause why the perception of intrapreneurship is illustrated to small populace than that of entrepreneurship is extraordinarily truthful to explain: the preceding one is quite new, while the later one has a beyond of over two hundred years.

Horieh Moradi (2016) This study regarded the elements and variables subsidizing to the development of entrepreneurship in rural regions of Kermanshah province over a story, meta-evaluation method and supplying a contingency framework for rural monetary growth. This paper found out the principal variables and the middle common sense of diverse kinds of capital flows in entrepreneurship via a story review. For this persistence, numerous home information of research and theses had been looked for rural entrepreneurship in Kermanshah province. The outcomes confirmed that environmental social, regional and man or woman capital, neighborhood endogenous growth, human and demographic capital had been excessive elements contributing to the growth of entrepreneurship in rural regions of Kermanshah province. In fact, there's a strong correlation among the factors of entrepreneurship in rural regions of Kermanshah (0.52) at a huge impact size (1.84). Moreover, the calculation of imply

and widespread deviation (3.18) advised that the estimation of Cohen d at a self-assurance c program language period of 99% became 1.34 (decrease bound) and 5.02 (top bound).

Panigrahi (2016) This study particularly specializes in entrepreneurship training furnished through instructional establishments. He said in his look at that entrepreneurship training furnished in training wishes to be improvised through imparting motivation, helps and education to budding entrepreneurs. He observed that gift entrepreneurship training in training device is concentrating particularly on entrepreneurship publications/topics which can be furnished in curriculum. He says gift commercial enterprise control publications don't have any effective effect on college students to enhance entrepreneurial intension. His survey carried out on commercial enterprise proprietors says that there's a call for training device which improvises student's understanding and enjoy in entrepreneurship.

Hisrich (2017) Through this study he said that there exists a not unusual place belief that marketers are much less knowledgeable, to be for greater knowledgeable than the overall populace. However, the kinds and excellent of the training acquired every now and then do now no longer broaden the unique abilities wished within side the assignment advent and control process. While in college, few college students however growing in number, suppose they may pursue entrepreneurship as their principal existence intention fairly few people will begin a commercial enterprise right away after commencement or even fewer will put together for a brand-new assignment advent via way of means of running in a selected function or Industry. This mandates that marketers usually complement their training via books, exchange journals, seminars or taking guides in vulnerable areas.

Sonu Garg & Parul Agarwal (2017) This study demonstrated the troubles and potentialities of ladies' entrepreneurship. Any nation, to develop nowadays in the global of extreme competition, requires marketers on the middle of the monetary improvement. Entrepreneurial sports and entrepreneurship have been ruled with the aid of using men considering that ages. However, within side the gift technology of data technology, there has been consciousness some of the ladies and better instructional centers have enabled them to task into this male ruled society. The ladies nowadays have emerged as a key participant in monetary improvement of the nations. However, this modification of society is tons a long way from over moreover the lady's marketers now no longer simply faces problems even as beginning an agency however also at some point of the strolling stage. Globally, they have become a key

participant in maintaining social improvement in addition to monetary process. However, in India wherein almost ladies make up 50% of the population, the matter of organizations owned with the aid of using ladies' marketers is simply 7.36% or out of 361.76 Lakh organizations within side the MSME sector, simplest 26. sixty-one Lakh have ladies on the top.

Rosemond & Daniel (2017) The study focused on rural entrepreneurship and its implication for the exercise of entrepreneurship as a place of observe and exercise in Africa. The paper surveys the entrepreneurship literature thorough the case observe approach. The authors attention of their observe is mixed toward the associated literature that's located within side the area of rural entrepreneurship is a rising topic in African financial improvement. In addition, maximum that exist have various themes, attention, epistemological view and one-of-a-kind devices of analysis. The paper concludes that such range ought to have contributed to the shortage of achievement in rural improvement polices enforced via way of means of maximum governments in Africa and additionally the lack of ability of maximum governments to attention and broaden rural entrepreneurship. Thus, it is counseled that researchers ought to, within side the future, perceive not unusual place themes on the way to assist proffer answers for the improvement of entrepreneurial businesses in rural Africa.

Neha Tiwari (2017) The study had examined how successful female entrepreneurs were in India. The criteria used to choose the studies that had already been done on the topic were studies on women's entrepreneurship, particularly in the Indian setting. For the purpose of this summary, the most recent studies research available on Google Scholar, EBSCO, and ProQuest have been chosen. Sex-disaggregated databases on girls' entrepreneurship that were published in national and international journals are investigated to ascertain when female entrepreneurs first appeared in India. The synthesis of the literature review added to the diverse profile of female marketers in India. There are many different types of women working in marketing, each from a different age group and background. While beginning and operating there They face a range of challenging situations that are both gender-specific and gender-neutral when they launch and manage their firms. The states of Tamil Nadu, Kerala, Andhra Pradesh, West Bengal, and Maharashtra have the highest concentrations of entrepreneurs in India, which has a low overall rate of entrepreneurship. There is an urgent need to decipher policy needs and activities that can enhance the environment for female entrepreneurs in India.

Rikinorhakis Ridzwan (2017) This study had tested 5 entrepreneurship fashions with underlying empirical studies. These fashions are beneficial, and a thorough information of the way an entrepreneur's fulfillment is important, due to the fact this could cause the improvement of recent gear, such as (1) gear for enterprise to enhance their innovation and boom strategies and, (2) gear for governments to expand new regulations to guide and direct monetary method.

Bolzani et al. (2017) This study tried to fill this hole through developing, trying out, and validating a multi-object scale, figuring out 5 elements (i.e., human beings, 16 unique 37 pieces of equipment (i.e., goods) to be used as leverage in promoting entrepreneurship alongside the Agri-meals business (i.e., capital, network, technology, infrastructure). The examination was conducted in the framework of Food Best, a pan-European public-non-public cooperation established in 2012 to foster innovation and entrepreneurship in the agriculture-meals sector. We found variations according to respondents' organizational and USA affiliation when looking at variations in assessments of the efficacy of the elements and equipment. As a result, the examination offers fresh perspectives on how public policy and public-non-public consortiums could actively promote entrepreneurship in the agri-food sector.

Fitz-Koch (2017) the study examined that approximately Entrepreneurship within side the agricultural zone: They behavioral thorough assessment of the agricultural entrepreneurship literature. Students can examine entrepreneurial principles and practices in a dynamic setting thanks to recent and quick integration and explanation in the agricultural zone. Identity, family, and institutions, which present attractive opportunities for destiny studies and the capacity to add to and amplify current theoretical and empirical analyses of entrepreneurship, are the three main areas of the rural zone on which the examiner focuses. studies.

Dwivedi (2017) The study had targeted on online and remote learning for entrepreneurship in India. In his analysis, he claimed that when a country has a high proportion of children, wise use of the available people resources results in a demographic dividend and contributes to the overall improvement of the nation. This necessitates expanding and enhancing entrepreneurial education. He issued a warning that India does not respond favorably to remote learning in entrepreneurship. The colleges and organizations offering remote learning in entrepreneurship seek to ensure that the program is great. He continues by saying that those working in a fast-paced workplace setting always feel the need to develop their talents. Consequently, there is

also a need to invest in entrepreneurial education and training using open platform for mastering distance.

Majid (2019) The study had demonstrated a specialty of entrepreneurship training throughout Malaysia. By outlining key training components and examining the impact on entrepreneurial purpose as the key driver of its behavior, this conceptual work seeks to understand the need of entrepreneurship training. They said that this was a good moment to cultivate entrepreneurial skills is at some stage in the childhood, whether through exposing in own circle of relative's enterprise or entrepreneurial sports at some stage in the college time. They proposed that, to cause the effectiveness of entrepreneurship training effect, contain the younger humans immediately in entrepreneurial sports. They finish through saying, entrepreneurship training wishes to emphasize the cultivation of associated expertise in triggering entrepreneurial purpose.

Rd.'s. Arun Kumar & Prabhu (2019) the study examined that the importance of commercial enterprise entrepreneurship training in the direction of enhancing possible development in India. They advised that to perform sensible entrepreneurship training in order to improve possible development in India, the accompanying methodologies will assist to ease the difficulty of commercial enterprise entrepreneurship training within side the nation. They concluded pronouncing, that it's far inferred that advanced and affordable global financial system development is predicated upon a stable commercial enterprise entrepreneurship training

Zelekha (2020) As said within side the examination their examine centered on the effect of spiritual establishments on entrepreneurship development. They tested whether the proportion of every faith within side the populace has an impact on entrepreneurship levels. They discovered that Jewish faith, Hindu faith, gift church, and Orthodox Church stocks within side the populace variable has a widespread impact on entrepreneurship development. They concluded pronouncing diverse religions has a drastically extraordinary effect on entrepreneurship.

Rattan & Usmanij (2020) the study examined that they had highlighted the existing tendencies in entrepreneurship training through supplying a few paths for destiny studies that take an anthropic cosmic view of training. They said that there was an international fashion toward

shifting toward a United States version of training that values entrepreneurship. They said of their have a look at that, in Asia, there was a massive boom within side the range of college students reading distant places specially from China. This has led to an emphasis on colleges that educate abilities that may be implemented to enterprise practices within side the pupil's domestic country. They counseled that, entrepreneurship training researchers want to hold to discover revolutionary coaching strategies and increase crucial wondering abilities and key mastering targets want to be embedded in entrepreneurship training curriculum to decorate pupil engagement.

RESEARCH GAP

As a long way some of research had been carried out via way of means of diverse studies scholars, students, and professors of diverse fields approximately worker engagement. Their research assisted me to think and gift something one of a kind on this context. At this factor what neglected in overview of literature is that there may be no preceding have a look at that concentrate on agriculture entrepreneurship in the Andhra Pradesh. Limited studies have been executed on this field. So, there are similarly possibilities on which I can moil on. Literature exhibits that an analysis of the growth of women's entrepreneurship in the Vizianagaram district's MES (micro, small, and medium-sized businesses) shows that this sector accounts for most of the research output., however little attention is given on consequences and the business opportunities that are involved in agriculture entrepreneurship. There is to offer proof on high-quality correspondence among the agriculture entrepreneurs. There are not any preceding studies that highlights issues associated with Agriculture entrepreneurship in Andhra Pradesh. Some research display that wants to be similarly development of entrepreneurship among scheduled castes and scheduled tribes a study with reference to Visakhapatnam district Andhra Pradesh justified.

NEED OF THE STUDY

In India, each Indians, one is taken into consideration to be depending on agriculture for his or her livelihood. Around 52 % of the land location is cultivatable in India in comparison to11% within side the world. There is a want for brand spanking new technique and era for the but any other inexperienced revolution thinking about the drastic x within side the agricultural landscape. Though the bulk of the populace is trusted agriculture nevertheless the equal range of unemployment exists because of minimal productivity. The base for India's increase and improvement relies upon at the good-sized contribution for the economic system from rural regions thru agriculture.

The study's main goal is to investigate the necessity for agriculture entrepreneurship as a business additionally to identify the consequences of agriculture entrepreneurship.

OBJECTIVES OF THE STUDY

- To analyze the problems and prospects of agriculture entrepreneurship as a business
- To examine the entrepreneurial skills among the people of these three districts.
- To give the suggestions and recommendations to the Agri entrepreneurs related to the agriculture entrepreneurship.

SCOPE OF THE STUDY

The agriculture industry has a significant capacity to raise national incomes while also directly employing and compensating a sizably sizeable and vulnerable portion of the population. Agriculture entrepreneurship isn't always simplest a possibility however additionally a need for enhancing the manufacturing and profitability in the agriculture quarter. Agriculture entrepreneurship Development will assist the financial system to leverage the diagnosed strengths and to reap terrific boom in number one quarter and to contribute for rural development. It additionally facilitates in attaining a balanced financial boom in India. The authorities must make regulations for centered Agriculture entrepreneurship Development and set up developmental corporations to assist the process. Agriculture entrepreneurship Development goes to present remarkable effects at rural stage and macro stage additionally. Agriculture entrepreneurship Development goes to present remarkable effects at rural stage. In this context, it's far extensively believed that sustainable agribusiness ventures can sell job-led financial boom in rural regions Agri-entrepreneurship in sustainable agriculture like herbal farming, natural farming, green agriculture etc. has the capability to convert the face of rural India, the top motive force of our financial system. So, there's a right way want of creating appropriate regulations and frameworks with movement plans for attaining the goal of agriculture entrepreneurship. Agriculture entrepreneurship is the lack of hours to make agriculture a more attractive and profitable endeavor. Agriculture offers exceptional opportunity for entrepreneurship, and this potentiality may be realized. simplest via way of means of powerful control of Agri-factors consisting of soil, seed, water, and marketplace needs. A man or woman with threat-bearing potential and a quest for today's know-how in agriculture quarter can show to be a proper agriculture entrepreneur. The ability of the agricultural sector to increase national revenues is considerable, and it also directly employs and compensates a big and vulnerable portion of the population. For the country to increase production and profitability in agriculture and related industries, agricultural entrepreneurship is not only a potential but also a must.

DELIMITATIONS OF THE STUDY

- The proposed study will concentrate on area of Andhra Pradesh. It will cover agriculture entrepreneurs from the districts of Vizianagaram, Manyam and Visakhapatnam only.

- The study is delimited to find out whether the agriculture entrepreneurship is a business opportunity or a hard nut to crack.

RESEARCH HYPOTHESIS

H1: -Significant relationship exists between the entrepreneurial skills in farmers and the prospects of success in agriculture entrepreneurship.

H2: - There is a significant relationship between the entrepreneurial skills among the people and the sustainable growth of agriculture entrepreneurs.

H3: -Significant relationship is there between the suggestions and recommendations and the successive growth of the agricultural entrepreneurship.

RESEARCH DESIGN

Research methodology: - The present study will use exploratory and descriptive type of research design.

Area of study: - Being vicinity the area of study is selected as three districts of Andhra Pradesh namely Vizianagaram, Manyam and Visakhapatnam.
There are 26 districts of Andhra Pradesh and the population size is 5.33 crores but as these three districts were collectively in a common zone with different climatic conditions, the study area is carried out there.

- Vizianagaram: -This district comprises an area of 3,846 Sq Km with 18.84 lakh population. This district is famous for the poultry sector, and sericulture where these two sectors could be studied in this area.
- Manyam: -This district area covers 3,935 sq km with a population of 9.72 lakh This is a tribal district where fruit and vegetable export, forest-based exports, apiculture, and mushroom culture could be studied here.
- Visakhapatnam: -This district has an area of 928 sq. Km and a population of 18.13 lakhs. This district has a seaport so the Agri entrepreneurs related to fisheries, Raising & Harvesting Other Aquaculture (Ex: Alligators, Seaweed, Frogs & Turtles), etc. could be studied in this area.

Sample Size: -The sample size will be 450 respondents.

Sample Techniques: -Selection of respondents will be totally based on the convenient sampling, random sampling etc.

Tools: - Appropriate statistical tools will be used for analyzing data. These tools enlist percentage, central tendency, chi-square etc. as per the need of data.

Measurement and Scaling: - The study will be evaluated with the help of scaling technique like 5- point Likert type scale.

Data Collection: -

- **Primary Data**: Self-structured questionnaires / interviews / observation techniques will be used to accumulate the number one records from the respondents.
- **Secondary Data**: Data might be gathered via diverse magazines, journals, book of Government and advertising studies groups, newspapers, annual reports, worldwide groups etc.

Expected Outcomes: -

As this study is mainly focused on results of agriculture entrepreneurship as a business or a hard nut, the main outcome expected will be the role of agriculture entrepreneurship as a business, identifying the consequences of agriculture entrepreneurship and there by fostering and expanding entrepreneurial efforts. The advancements in agriculture entrepreneurship are giving aspiring businesspeople a platform on which to launch and grow their ventures. As a result, the study anticipates that agriculture entrepreneurship will have favorable effects.

Tentative Chapter Plan: -

The proposed study will contain the following chapters:

- Chapter 1: Introduction
- Chapter 2 – Review of Literature
- Chapter 3 – Research Design and Methodology
- Chapter 4– Data Collection and Analysis
- Chapter 5– Results and Interpretations
- Chapter 6 – Conclusions, Suggestions and Recommendations
- Bibliography and References
- Appendix

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TABLES OF CONTENTS
CONTENT Page no. Introduction 4 Research problem 8 Literature review 9 Research gap 19 Needs of study 20 Objectives 21 Scope of research 22 Delimitation of study 23 Research hypothesis 24 Research design 25 Tentative chapter plan 26 References 27
INTRODUCTION